



Advanced Marketing

Course Description

The course will emphasize entrepreneurial development and responsive marketing strategies that meet customer needs. The course focuses on marketing concepts and the role of marketing in the organization and society. Topics include market segmentation, product development, promotion, distribution, and pricing. Additional topics include external environment, economics, politics, government, marketing research, international marketing, cultural diversity, ethics, technology, and careers in marketing. Capstone activities include development of a marketing or business plan.

Course Code: 038200

Program(s) of Study to which this course applies:

- Marketing

Course Content	Crosswalk to Common Core Academic Standards	Crosswalk to Nebraska Academic Standards	Crosswalk to Nebraska Career Readiness Standards	Crosswalk Clarification
Standard 1. Students will conduct a professional self-analysis and explore the characteristics of an entrepreneur.				
Benchmark 1.1 Analyze personal strengths, skills, and talents. <u>Sample performance indicators:</u> <ul style="list-style-type: none">Conduct self-assessment to determine strengths and weaknesses.Identify personal behavior, attitude, problem-solving skills, and leadership ability.Conduct aptitude testing to determine skills.	N/A	N/A	CR.10.A.1	
Benchmark 1.2 Explain entrepreneurial profiles.	ELA.SL.11–12.4 ELA.WHST.11–12.2.b	LA.12 2.1.b LA.12.3.1.a	CR.2.B.1 CR.2.C.1 CR.10.A.1	When students <i>explain</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic,

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<u>Sample performance indicators:</u> <ul style="list-style-type: none"> Define business entrepreneurship. Define social entrepreneurship. Identify characteristics and skills of an entrepreneur. 			CR.10.E.1-3	students' written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12.2.1.b, LA.12.3.1.a).
Benchmark 1.3 Investigate opportunities that utilize marketing skills. <u>Sample performance indicators:</u> <ul style="list-style-type: none"> Complete career assessments. Locate career research resources. Create professional portfolio. 	ELA.WHST.11–12.7-9	LA.12.1.6.j LA.12.4.1.a–c SS.12.2.6.c–d	CR.5.B.1 CR.9.A.2 CR.10.A.1 CR.10.B.1 CR.10.D.2	The depth of students' investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11–12.7–9; NE: CR.5.B.1, CR.9.A.2, LA.12.4.1.a-c, LA.12.1.6.j).
Standard 2. Students will analyze marketing mix strategies for each product classification and examine the validity of this process (e.g. product, price, promotion, place/distribution channels).				
Benchmark 2.1 Evaluate the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. <u>Sample Performance indicators:</u> <ul style="list-style-type: none"> Identify the impact of product life cycles on marketing decisions. Determine initial feasibility of product idea. Employ product mix strategies to meet customer expectations. 	N/A	SS.12.2.1.d SS.12.2.2.a	CR.5.A.1	
Benchmark 2.2 Distinguish concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. <u>Sample Performance indicators:</u> <ul style="list-style-type: none"> Explain the nature and scope of the pricing function. Explain the factors affecting pricing decisions. 	N/A	SS.12.2.2.c	CR.5.A.1 CR.2.E.2	

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<p>Benchmark 2.3 Apply the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p> <p><u>Sample Performance indicators:</u></p> <ul style="list-style-type: none"> Identify the elements of the promotional mix. Evaluate the effectiveness of various forms of advertising (e.g., print, broadcast, online). Research, analyze, and recommend promotional strategies. 	<p>ELA.SL.11-12.4-5 ELA.WHST.11-12.4</p>	<p>LA.2.2.a-b LA.3.1.a-b</p>	<p>CR.1.A.4 CR.2.E.1-4</p>	
<p>Benchmark 2.4 Understand the concepts and processes needed to identify, select, monitor, and evaluate distribution channels.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Identify the relationship between customer service and channel management. Understand channel management in relationship to other marketing activities. Evaluate channel members. 	N/A	N/A	CR.1.A.4	
Standard 3. Students will develop the elements, design, and rationale to generate a marketing plan or a business plan.				
<p>Benchmark 3.1 Apply the concepts and strategies utilized to determine and target marketing strategies to a select audience.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Explain why a marketing plan or business plan is essential. Select target market. 	MTH.S-IC.4	MA.12.4.2.a	CR.1.A.4	

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<ul style="list-style-type: none"> Conduct market analysis (e.g. market size, area, potential). Conduct SWOT (strengths, weaknesses, opportunities, threats) analysis. Plan strategies to position or reposition a product or service. 				
<p>Benchmark 3.2 Review marketing strategies to improve return on marketing investment.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Assess cost effectiveness of recommended marketing strategies. Monitor and evaluate performance of the marketing plan. 	N/A	N/A	N/A	
Standard 4. Students will apply the concepts, systems, and tools needed to gather, synthesize, evaluate, and disseminate information for use in making business decisions.				
<p>Benchmark 4.1 Understand marketing-research activities to show impact of their nature and scope.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Describe the nature of marketing research. Investigate qualitative and quantitative research sources. 	ELA.WHST.11-12.7-8 MA S.IC.1 MA.S.IC.3.	LA.12.4.1.a-c LA.12.1.6.j MA 12.4.1.e MA.12.4.1.g	CR.5.A.4	The depth of students' investigations, and thus the research standards that apply, will be determined by the nature of the task (CC: ELA.WHST.11-12.7-9; NE: LA.12.4.1.a-c, LA.12.1.6.j).
<p>Benchmark 4.2 Identify data collection methods to evaluate their appropriateness for the research problem/issue.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Conduct appropriate methods of data collection (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners, surveys). Interpret marketing information to test hypotheses and/or to resolve issues. 	ELA.WHST.11-12.8 MA S.IC.1 MA.S.IC.3 MA.S.IC.6	LA.12.4.1.a MA 12.4.1.e MA.12.4.1.g	CR.5.B.1 CR.9.A.1	

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Standard 5. Students will analyze the influence of business and society on marketing.	N/A	N/A	N/A	
<p>Benchmark 5.1 Describe the external/internal factors that affect a company's ability to serve its customers.</p> <p><u>Sample performance indicators:</u></p> <ul style="list-style-type: none"> Analyze how global/international/cultural issues impact marketing decisions. Differentiate between ethical and unethical practices. Understand the importance of creating relationships by demonstrating social responsibility. Consider ways in which economic conditions affect marketing. Describe the impact of specific marketing regulations or laws on both domestic and international business. Explain competitive situations and the impact they have on marketing decisions. Determine new ways of marketing products using emerging and evolving technologies 	<p>ELA.SL.11–12.4 ELA.WHST.11–12.2.b</p>	<p>LA.12 2.1.b LA.12.3.1.a</p>	<p>CR.2.B.1 CR.2.C.1 CR.2.E.1 CR.5.A.4</p>	<p>When students <i>describe</i> information or ideas, they communicate their knowledge through either speaking or writing. To demonstrate full knowledge on the topic, students' written or oral presentations must include all the main ideas and relevant details on the subject (CC: ELA.WHST.11–12.2.b, ELA.SL.11–12.4; NE: CR.2.B.1, CR.2.C.1, LA.12 2.1.b, LA.12.3.1.a).</p>

Reference Standards Sources

- MBA = MBA Research Standards
- NBEA = National Business Education Association National Standards.
- Principles of Marketing*, Kotler, Philip and Armstrong, Gary, Pearson Education Inc., Upper Saddle River, New Jersey, 2010
- Marketing Essentials* (Farese, Kimbrell, Woloszyk) Glencoe/McGraw-Hill Companies (2006)
- CC = Community College Course Objectives



Contributors

Secondary: Janet Butler – Millard West High School, Gwen Davidson – Hastings Senior High School, Harry Gaylor - Omaha Central High School/University of Nebraska Omaha, Jodi Gehr – Lincoln Southeast High School, Lynn Hill - Millard South High School, Tiffany Holka – Lincoln High School, Mary Janssen – Papillion LaVista High School

Postsecondary: Angie Chittick – North Platte Community College

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Other Information

Suggestions for innovative teaching and learning strategies:	<ul style="list-style-type: none">• Guest speakers: Entrepreneurs and Marketing professionals• AMA – American Marketing Associations• Review marketing plans• Examine promotional budgets• Resource: Omaha World - Herald Consumer Preference Study• Chamber of Commerce website for demographic data
Related assessments:	<ul style="list-style-type: none">• Present marketing projects to cooperating business/organization• Conduct marketing competitions• Service learning opportunities
Extended learning opportunities:	<ul style="list-style-type: none">• Coordinate fundraising opportunities• DECA• FBLA• Business partnerships• Internships, job shadowing• Virtual Business